

[6 March, 2007]

RAJYA SABHA

undernourished adolescent girls and pregnant & nursing mothers,
(Ministry of Women and Child Development);

- * National Rural Health Mission - Reproductive Child Health (RCH)
(Ministry of Health and Family Welfare).
- * Total Sanitation Campaign and Swajaldhara of Ministry of Rural
Development

Depiction of Indian Women in a poor Light

708. SHRI S.M. LALJAN BASHA: Will the Minister of WOMEN AND CHILD DEVELOPMENT be pleased to state:

(a) whether the National Commission for Women (NCW) has received any representations recently highlighting the depiction of Indian women in a poor light by MNC soft drink companies;

(b) whether it is a fact that the NCW has not been alert in immediately raising objections to such advertisements in the visual and news print media, which lead to eve-teasing and women-harassment;

(c) what steps the NCW will take to ensure greater alertness and vigil in watching the media for advertisements which generally degrade conservative and traditional values of India; and

(d) the steps proposed to take stringent action poor depiction of women in advertisements?

THE MINISTER OF STATE OF THE MINISTRY OF WOMEN AND CHILD DEVELOPMENT (SHRIMATI RENUKA CHOWDHURY): (a) Yes, Sir. The NCW has informed that it has recently received a representation regarding TV advertisement by Coca Cola depicting girls and women in very poor light.

(b) No, Sir. The NCW has been alert in raising objections immediately to advertisements in the visual and print media. In the case of Coca Cola advertisement mentioned in reply to part (a) above, NCW acted immediately - and sought the comments of Coca Cola Company which was duly examined by the NCW for appropriate action. The NCW has further informed that it had also intervened in the matter of denigrating advertisement hoardings like "*Bete Ek Faida, Betiyan Ek Ghata, Bete apna Dhan, Betiyan Paraya*"

Dhan'put up by Zee TV at prominent locations in Delhi. The NCW took up the matter with appropriate authorities whereby immediate action was action to remove the objectionable hoardings. Zee TV subsequently replaced the advertisement by messages relating to empowerment of daughters.

(c) The information furnished by NCW in this regard is as follows:—

- (i) The NCW is regularly in touch with the media for advertisements depicting indecent representation of women which are in violation of laws and is engaged in watching advertisements in the visual and news print and electronic media.
- (ii) The NCW regularly, on daily basis, scrutinizes the important press clippings on women issues. On going through the clippings, as and when violation of rights of women are noticed, appropriate action is taken.
- (iii) As and when indecent representation of women is brought to the notice of the NCW, corrective measures are taken. The NCW is also accessible for complaints *vide* its E-mail: new.nic.in
- (iv) In order to create awareness, the NCW has organized National and Regional meetings on 'Women in Media' in Mumbai, Chennai, Kolkata, Bhopal, Solan and Thiruvananthapuram with the objective of looking afresh at the portrayal of women in media.
- (v) The Commission has also sponsored a study on 'Indecent Representation of Women in Media'.

(d) Section 3 of the Indecent Representation of Women (Prohibition) Act, 1986 prohibits advertisements containing indecent representation of women. In terms of section (6) of the Act, contravention of the provision of section 3 of the Act shall be punishable with imprisonment and fine. The responsibility for implementing the Act rests with the State Governments.

Food provided in Anganwadis

709. MS. MABEL REBELLO: Will the Minister of WOMEN AND CHILD DEVELOPMENT be pleased to state:

- (a) whether it is a fact that as per some studies only 60 per cent of the trival children get the food in Anganwadi in Jharkhand and Chhattisgarh;